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Our Docket No: 080398.P159C

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED  
MAY 24 2001  
Technology Center 2100

In re Application of:	)	
Kitsukawa et al.	)	Examiner: Not yet assigned
Application No: 09/834,364	)	Art Unit: Not yet assigned
Filed: April 12, 2001	)	
For: A Method and Apparatus for Storing Advertising Information On-Demand (as Amended)	)	

FIRST CLAIM CERTIFICATE OF MAILING  
(37 C.F.R. § 1.8 (a))

I hereby certify that this correspondence is being deposited with the United States Postal Service as Priority Mail with sufficient postage in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

*May 9, 2001*

*April Norley*  
Name of Person Mailing Correspondence

*April Norley* *5/9/01*  
Signature Date

Box Fee Amendment  
Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

Prior to examination of the above-captioned case, Applicants respectfully request the Examiner to enter the following amendment and to consider the following remark:

*In the Title:*

Please delete "A Method and Apparatus for Providing On-Demand Electronic Advertising" and insert --Method and Apparatus for Storing Advertising Information On-Demand--

*In the Specification:*

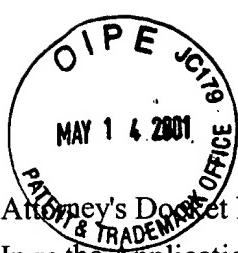
Please insert after the title -- CROSS-REFERENCE TO RELATED

*APPLICATIONS*

*a* This application is a continuation of prior application Serial No. 09/218,857 filed December 21, 1998 entitled "Method and Apparatus for Providing On-Demand Electronic Advertising"--

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Application No: 09/834,364

05/16/2001 NYUSJF1  
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Attorney's Docket No.: 080398.P159C

In re the Application of: Kitsukawa et al.

(inventor(s))

Application No.: 09/834,364

Filed: April 12, 2001

For: Method and Apparatus for Storing Advertising Information On-Demand (as Amended)

ASSISTANT COMMISSIONER FOR PATENTS

Washington, D.C. 20231

SIR: Transmitted herewith is an Amendment for the above application.

- Small entity status of this application under 37 C.F.R. §§ 1.9 and 1.27 has been established by a verified statement previously submitted.
- A verified statement to establish small entity status under 37 C.F.R. §§ 1.9 and 1.27 is enclosed.
- No additional fee is required.

The fee has been calculated as shown below:

	(Col. 1)		(Col. 2)	(Col. 3)
	Claims Remaining After Amd.		Highest No. Previously Paid For	Present Extra
Total Claims	*37	Minus	**20	17
Indep. Claims	*4	Minus	***4	0
<b>First Presentation of Multiple Dependent Claim(s)</b>				

SMALL ENTITY	
Rate	Additional Fee
X9	\$ 0
X40	\$ 0
+130	\$ 0
Total Add. Fee	\$ 0

OTHER THAN A SMALL ENTITY	
Rate	Additional Fee
X18	\$ 306.00
X80	\$ 0
+260	\$ 0
Total Add. Fee	\$ 306.00

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest No. Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

\*\*\* If the "Highest No. Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest No. Previously Paid For" (Total or Independent) is the highest number found from the equivalent box in Col. 1 of a prior amendment or the number of claims originally filed.

#### FIRST CLASS CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231

on May 9, 2001  
Date of Deposit

April M. Worley

Name of Person Mailing Correspondence

April M. Worley  
Signature

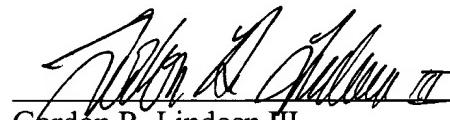
5/9/01  
Date

- A check in the amount of \$ 306.00 is attached for presentation of additional claim(s).
- Applicant(s) hereby Petition(s) for an Extension of Time should one be necessary pursuant to 37 C.F.R. § 1.136(a).
- A check for \$ \_\_\_\_\_ is attached for processing fees under 37 C.F.R. § 1.17.  
Please charge my Deposit Account No. 02-2666 the amount of \$ \_\_\_\_\_.
- A duplicate copy of this sheet is enclosed.**
- The Commissioner of Patents and Trademarks is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 02-2666 (**a duplicate copy of this sheet is enclosed**):
- Any additional filing fees required under 37 C.F.R. § 1.16 for presentation of extra claims.
- Any extension or petition fees under 37 C.F.R. § 1.17.

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated:

5/9/1

  
\_\_\_\_\_  
Gordon R. Lindeen III  
Reg. No. 33,192

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